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# Facts About Peaches

## Will It Pay to Plant Them?

### Proof by the Expense Sheet of a Commercial Orchard that It Will

It is regrettable that the profit which can be made from a well cultivated commercial peach orchard is not more generally known.

That peaches do not pay commercially is disproved every day and in the third column of this circular will be found the reprint of a balance sheet of a twelve-year-old, 15 acre peach orchard which will show the possibilities when such an orchard is handled in an up-to-date modern way.

Seasons may come and go. Some are good and some are bad. But when the average cost of production is taken into consideration, peaches are as profitable, if not more so, than any crop that can be grown.

The demand is everywhere. They can be disposed of and handled at a profit if the right selection of varieties is made for a commercial orchard. And here, location, as to proper variety is absolutely everything.

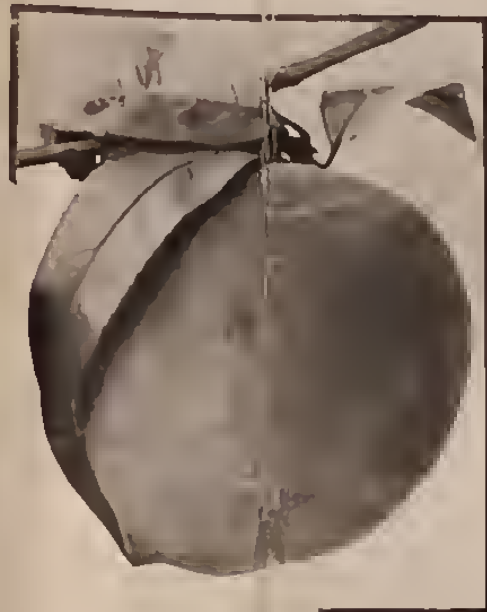
Do not be influenced by glaring statements about certain varieties until you have proven that they are adapted to your location. It does not pay to take the chance.

If you are in doubt after observing what varieties will grow in your immediate vicinity, write your State Experiment Station, or us, and we will gladly give you the benefit of our experience.

Next to the apple, the peach has the greatest variety of uses and because it is so well distributed and liked, it has been named the "Queen of Fruits."

We are large growers of peach trees and our stock, because of our superior methods of propagation, has no equal. If you are one of those fortunate ones who have seen the stock we are growing in the nursery, you will ask no proof from us that our trees are superior.

As we said above, write your State Experiment Station regarding varieties for your section, or us, for any specific information you may feel that you need, and we will gladly give you the benefit of our experience.



AN ELBERTA PEACH

#### Deeded Down Report Why the Peach is a Desirable Fruit to Plant

1. Quickest of all orchard trees to bear a profitable crop -- 3 to 4 years.
2. Four times more trees can be planted to the acre than permanent varieties of apples.
3. Can be used as fillers in apple orchards until the apples come into bearing.
4. Tremendous scarcity of bearing trees at the present time.
5. Very few peach trees have been planted during the past five years.
6. Millions of peach trees are dying out annually and but very few young trees have been planted to fill the gap.
7. The fruit of the peach is more popular than any other during its season.
8. Sugar in the future will be plentiful and cheap and the canning of peaches -- the best of all fruits for that purpose -- will come back to normal resulting in a larger demand whereas the supply is decreasing for reasons set forth above.
9. These facts mean increased demand and more profit to the grower.

#### Do Peach Orchards Pay?

Many men think a peach orchard doesn't pay. They do not take the income from the orchard for a series of years but base their opinion on one bad year only. This isn't fair. To prove the contrary the Michigan State Experiment Station at East Lansing, Mich., publish the financial history of a twelve-year-old peach orchard (Write them for their Special Bulletin No. 94) and we give below the balance sheet of the orchard under observation.

In beginning they say: "The financial statement of one or a few years of an orchard property is not of much value and it may be used in a misleading way. The only fair way to judge of returns from an orchard, especially a peach orchard, is by averages of a reasonable number of years. The costs should be considered in the same way. The peach is the shortest lived orchard tree, it begins to bear at an early age and reaches its time of unprofitableness sooner than any other. For this reason the expenses of starting and development during the first years when crops are not produced should be charged against the later years of crop production."

#### Balance Sheet of 15-Acre, 12 Year Old Peach Orchard

##### EXPENSES

Total cost for orchard	\$7,831.37
Average cost per year	652.61
Average cost per acre per year	43.50

##### RETURNS

Total returns for orchard	\$19,094.42
Average returns per year	1,591.20
Average returns per acre per year	106.08
Net profit for the orchard	\$11,263.05
Net profit per year	938.58
Net profits per acre per year	62.57
Net profits per bushel (16,972)	66

"The good grower does not become discouraged with poor years or when he has a large crop to move at low prices or a small crop at only fair prices. He possesses a love for and faith in the business, and a vision big enough to keep him ever hopeful and looking forward. The man who does not have these qualities had better leave peach growing alone."

# The Greening Nursery Company

## Largest Growers of Trees in the World



Established  
1850

## Monroe, Michigan

1500  
Acres







## Pedigreed Peach Trees

The science of Horticulture as applied to the improvement in fruit varieties by means of bud selection was not generally recognized until about fifteen years ago when Chas. E. Greening, President of the Greening Nursery Company demonstrated his great faith in this new work by establishing a well organized department of research work in fruit bud selection.

The results of the system he inaugurated at that time were very gratifying. It is a part of his life's work and in no way was it prompted by selfish desires.

Our strains of peaches have all been recently renewed. As we are specialists on peaches, our business is so vast and far reaching that we can afford to experiment. There is no other nursery in the country which has gone to the expense that we have to renew our peach stock.

Growers should appreciate that we have established strains of peach trees absolutely superior to any offered heretofore. This results from an exhaustive study made by us of the strains in different types.

To build up a high producing strain of any fruit requires years of patient effort if it is to be faithfully carried out.

In this respect our research work has received the endorsement of both the United States Department of Agriculture and the State Experiment Stations.

It should be remembered that under our present system of research work, books especially made for this purpose are kept which will for all future time establish a pedigree record so that there can be no question as to the origin and quality of the strains we offer, and the coming generation will be greatly benefited.

To improve on one variety of standard fruit may be worth millions of dollars to the fruit growers of this country, but when it is fully understood that we are trying to improve on all varieties of hardy American fruits, you can form your own opinion as to the character and quality of our peach trees and other pedigreed stock.

Our test is as follows: For a period of five years, the respective parent tree is systematically inspected from early spring until the crop is harvested in the fall, and a record is made and recorded in our pedigree book as to the following items—color, size, weight, quantity of fruit in numbers produced, firmness, quality, etc.

Furthermore, we observe and record carefully, the environment, cultivation, spraying, pruning, fertilization, character and quality of soil, location, elevation and weather conditions which would affect the tree and its crop.

The cost of producing pedigreed stock is greatly increased, especially of the peach, for the reason that the buds taken from bearing trees do not unite with the seedling stock as readily as with the budding wood taken from the young trees in the nursery row.

Peach buds are perishable. Much more so than any other fruit we propagate. Bringing them from the orchard to the nursery a few hundred miles distant results in many of them being unfit for propagating. This loss is excessive no matter how skillfully or speedily they are handled.

This, too, accounts for a further increase in the percentage of loss in the catch of the bud, thus making the expense of securing budding wood from bearing trees, several hundred percent extra, and yet; we do not charge any more for this stock.

Here is the essence of the whole test:—it must be remembered that not a single stick of budding wood from any of these parent trees is cut until after five years of observation and record keeping. The parent tree must be of outstanding merit and bear high quality fruit in generous quantity.



OUR NEW SOUTH HAVEN PEACH.

Reproduction of photograph taken of a 3-year South Haven peach tree in the orchard of Mr. A. G. Spencer, Kibbie, Mich. This is the earliest peach of which we know; crop ready to market two weeks earlier than Elberta. We consider it the greatest commercial peach yet produced.

We have thousands of commendations on the work we are carrying on which was begun fourteen years ago under the personal supervision of our President, Mr. Chas. E. Greening, who originated the idea.

We invite fruit growers to visit our nurseries and examine our records of the trees that we have under our observation. We have nothing to conceal and shall be very glad to show you our books if you will visit us and allow us the privilege.

Bear in mind that we are now offering trees which will bear more fruit of higher quality than any you have ever been able to secure. This fact alone should be the chief consideration in placing your order because your profit will hinge on the bearing habits of the trees you plant. These traits we find are inherent. Read pages 33, 34 of our general catalog regarding this.

## A New Peach

From the Bulletin of the Indiana Horticultural Society, October, 1920.

"Another new peach has made its appearance. It was discovered a few years ago near South Haven, Michigan, on the farm of A. G. Spencer.

A letter from Roy E. Gibson, Field Agent for the Greening Nursery Company, Monroe, Michigan, who first brought this peach to public attention, claims for it extreme hardiness, having withstood the severe winter of 1917-18, the original tree bearing 80 pounds of fruit the season following—productiveness, fruit good size, and firm, ripening just before the Elberta, when there is no profitable commercial peach on the market. In appearance it is shaped somewhat like the Elberta, rather brighter in color and of a better quality. Early bearing is one of its characteristics. Mr. Gibson cites a row of 39 two-year-old trees, of which but one failed to show fruit and one tree had 36 peaches this year. If this peach comes up to its early promise when tried under varying conditions, it will be an acquisition to our list of commercial peach varieties. Greening Nursery Co., Monroe, Michigan, are introducers of this peach and have control of its distribution."

## Greening's Trees Grow and Bear True to Name

## We Have Introduced More Valuable Peaches to the Growers of This Country Than Any Other Nursery

Our fame as growers of peaches brings to us many new varieties found for identification, and when we find one that has outstanding merit we bring it before the public.

It has ever been our policy to devote the energy of our organization to the upbuilding of fruit growing as a business, and those who have followed the trend of horticultural matters know that this is true.

The peaches we have introduced are Banner, Kihlken Smock, New Prolific, September Mammoth, and our last sensation the wonderful South Haven peach.

These varieties have made millions of dollars for the peach growers of this country.

### Peaches and Their Uses

The peach tree is the most rapid grower and quickest to bear a crop of fruit of all the fruit trees grown in the North Temperate Zone.

The eating qualities of a good variety needs no comment as you well know the great pleasure experienced in biting into a sweet, juicy peach.

Some varieties are of high quality but not profitable or desirable for commercial orchard planting, for reason that they do not keep well after picking to arrive at the market in good condition.

Such varieties should be planted in the home orchard. It seems that in many cases, high quality peaches are not good shippers, yet there are many good quality peaches that can be grown successfully in a commercial way.

Our extensive experience and study of the nursery business qualifies us to make recommendations as to the most valuable varieties to use at the present time for a commercial orchard.

Write us or your State Experiment Station if in doubt as to varieties.

## Have You Read the Booklet Issued by the Agricultural Department of the New York Central Railroad Lines

It is entitled:—"A Survey of the Peach Industry in New York, Ohio and Michigan."

And answers the question—

### "Will It Pay to Replant Peaches?"

Here are their conclusions after an exhaustive study in the states named above as well as the entire middle west:

"Few studies of this kind are worth while unless they help to answer some vital question. In this case the question is: Should the Fruit Growers of Western New York and other states be encouraged to replant peach orchards?"

Although the past eight years have been a period of discouragement to the peach growers of some sections, this has been caused largely by the fact that 1912 and 1915 were heavy producing years throughout the peach producing territories and by the fact that the severe winter of 1917-18 did great damage to our orchards.

As regards the disastrous winter injury of 1917-18 the short crops of 1918 and 1919 have to a large extent been due to the weakening influence of this severe winter. We are not in a position to foresee weather conditions, but from past records, we can reasonably expect to pass through several generations of peach trees before similar conditions return.

In this review it has been interesting to note that a great planting wave swept over New York, Ohio and Michigan and the Shenandoah-Cumber-

land territory during the period of 1906-1912. During this period large quantities of peaches and apples were planted. Today the peaches are being removed and the apple is just coming into bearing.

At present there is little indication of severe competition in the near future in the marketing of peaches. Connecticut peaches are absorbed in New England; New Jersey and Delaware peaches find ready market in the densely settled areas about New York City and Philadelphia. At best Georgia peaches are harvested two months before the Western New York Elberta season and dare not be held too long in storage. This leaves New York State, Pittsburgh and the Central and Middle West with a diminishing supply of peaches.

The scarcity of peach trees with high prices is a discouraging feature. But when we consider that one bushel of peaches, at present prices will buy four or five trees and the indications are that present prices will be well maintained until after another heavy planting of peach comes into bearing, the above objection loses much of its force.

From the above we believe that we are justified in concluding that the progressive fruit grower in the proven peach areas of northern states should immediately replant peaches, paying special attention to select good shipping varieties and placing these orchards on well drained land."

## Read This

Which will explain in part the work we are doing in checking parent trees from which we cut budding wood for pedigreed stock.

### "ALBION SPY TREES MAKE GREAT RECORD"

Taken from the Albion, Michigan, Evening Recorder, October 19, 1920.

"Farley Bros. have just completed an important check on ten Northern Spy apple trees for Roy Gibson, of South Haven, field agent of the Greening Nursery Co., of Monroe. In an endeavor to locate trees that will stand out above their fellows in being able to produce a crop every year, instead of once in two years or less frequently, Mr. Gibson is carrying on a number of experiments throughout the state.

"The ten trees being used at the Farley orchard as a test produced the remarkable yield of 66 bushels, lacking only one peck. Half of them are ten years old and the others eleven years. Inasmuch as the Northern Spy tree is very slow in maturing, often not yielding until 16 or 18 years of age, this record is an outstanding one. The best tree in the lot—10 years old—produced 14 bushels and one peck."

The above is given to show you we are at all times observing the actual performance of trees. We do not cut buds or scions by hit or miss method, but study to improve our strands and propagate from high quality trees, which, following nature's law that like produces like, gives us stock which makes good when planted and this is why our oldest customers are our best customers.

## The Difference Between Natural and Canning Factory Peach Pits

Some growers may not believe that there is any difference in peach pits but for a period of twenty years, Mr. Chas. E. Greening made an exhaustive study of the natural pits secured from the mountains of North Carolina and Tennessee as well as the pits secured from canning factories.

During this period of experimentation, the Greening Nursery spent over fifty thousand dollars experimenting with peach pits alone, gathering them from every available source sorting them by hand, testing for germination, etc., and after noting the results for a number of years, we positively know that natural peach seed is the only seed that will produce perfect, healthy, rooted trees which will grow to maturity with no taint or touch of disease. For this reason will bear better fruit and more of it. They will live longer and make more money for fruit growers than all the trees ever propagated from the factory pits.



OUR NEW SOUTH HAVEN PEACH.

Another photograph of our new South Haven peach taken the 3rd year from planting. This is the only peach that survived the coldest winter ever known in the Michigan Fruit Belt and it will succeed over a wider range of latitude than any other peach now on the market. Here, then, is a really first-class peach that will thrive in many sections of the middle-western states, which have been considered worthless for peaches until now.

We could not explain scientifically how this happened, but we think this a bud variation of the Yellow St. John, from the fact that it ripens with it and yet all of its other characteristics are entirely different.

As soon as we received Mr. Spencer's letter relating the circumstances, we sent Mr. Gibson, our expert bud and scion collector, to examine the tree and fruit carefully.

### Very Vigorous Grower

He found it to be a very vigorous grower, much more spreading than upright, altogether an ideal tree for orchard planting.

### Wonderful Record

He weighed the fruit carefully and has since done so each season. This practice we follow in pedigreering the trees from which we breed or use in cutting buds and scions. But to return to our record of the new peach, it bore at three years from planting or in

1911	.....	25	lbs. of fruit
1912	.....	50	" " "
1913	.....	200	" " "
1914	.....	150	" " "
1915	.....	200	" " "
1916	.....	250	" " "
1917	.....	325	" " "
1918	.....	80	" " "
1919	.....	115	" " "

### Extreme Hardiness-- Withstanding Winter of 1917-18

This very remarkable record indicates heavy bearing qualities. But there is also another necessary and very vital essential in a peach, if it be of genuine, champion stuff, with "punch" enough to put it over the top—and this vital essential is extreme hardiness. This tree not only stood the remarkably cold winter of 1917-18, but bore 80 pounds of fruit the summer following.

### Comparisons are Odorous

We do not mention this peach with others, except in a comparative way and then with varieties with which you are familiar. It is not comparable with others, because it is in a class by itself in every leading characteristic demanded by a market leader.

### The Acid Test

We realize that this is a strong statement but we have given it the acid test and did not put it on the market until we had seen what it would actually do in commercial plantings. Nine years have now elapsed since the original tree began fruiting. It is still bearing, notwithstanding it passed through the most severe winter ever known in the United States.

### The Peach All Commercial Growers Have Been Looking For

A variety of commercial worth, ripening in August has long been needed. There are plenty of peaches which ripen in September but none that possess the essentials of an absolutely AAA 1 peach for market purposes ripening in August until our South Haven was discovered by Mr. Spencer in 1908. The Yellow St. John at that time was the leading variety but the Yellow St. John is a shy bearer and not always a profitable peach for commercial growers.

### Best Peach for Canning Purposes

The South Haven peach has a very small pit, and is absolutely free stone without any trace of color at the pit which makes it most valuable for canning purposes. Before beginning to propagate this peach, we took it to the leading canners of Michigan and in their opinion it outranks any peach now in cultivation, as a canner.

## Greening's Trees Grow and Bear True to Name



South Haven, Mich., June 1, 1920.  
The Greening Nursery Co.,  
Monroe, Michigan.  
Gentlemen:

I have just completed my sixteenth annual delivery for your company. As usual the stock delivered gave good satisfaction to growers who know good trees and want only the best. Out of the four cars this year, every order was delivered and not a tree was rejected.

In this sixteen years I have sold close to 1,000,000 of your trees. Orchards of peach, pear, apple, cherry, plums and quince are in bearing in large numbers and the results received from these orchards explain the large sales of Greening trees here, this year of high prices.

I am glad to make this report as I am sure you will be pleased to know that the trees delivered so nicely.

Yours very truly,  
ROY E. GIBSON.

Mr. Gibson is in the heart of Michigan fruit belt and is considered one of the best informed men in Michigan on practical fruit growing.



PEACH TREES AS WE GROW THEM

The photo reproduced above shows a portion of a block containing 2,000,000 trees. The seedlings were grown from Tennessee Natural Peach Pits and the buds taken from trees of unusual merit. This photograph was taken after three months' growth and is shown here to give you an idea of the extent of our business. You are cordially invited to visit us and see for yourself just what our facilities are to care for your needs.

READ THIS FROM THE SOUTH HAVEN  
FRUIT GROWERS CORPORATION:

"South Haven, Mich., August 17, 1920.

The order of trees received from you last spring for the South Haven Fruit Growing Corporation was very satisfactory. We set 9500 trees, including apple, peach, pear, plum and cherry, with a very small percentage of loss.

Yours truly,  
F. E. WARNER,  
Manager."

ONE OF THE MOST SUCCESSFUL FRUIT  
ASSOCIATIONS IN THE U. S.

Ludington, Mich., January 16, 1920.

My orchard being seven years old, the last spring came into general bearing, both apples and peaches. I am pleased to state that out of over 2000 trees, bought of you, I have not found one that is not true to name. Growers appreciate what this means.

C. JACKSON.

Hart, Mich., May 25, 1920.

We enclose check for \$317.50 for peach trees just received. The trees are very fine and are all doing well.

T. J. FISH & SON.

Commercial orchardists and growers of peaches for canning factories will please bear this fact in mind when making their selection of varieties.

#### After Eight Years, Now Offered the General Public for the First Time

We are now offering the South Haven peach to the general public for the first time. We know it will succeed over a wider range of latitude than any peach now on the market. That being true, here is a really first class peach which will thrive in many sections of the middle states that have been considered absolutely worthless for peaches until now.

And as the fruit is about the same size as the Elberta; has a better color, thicker skin, hardier and two weeks earlier than the Elberta. We confidently say it is

#### THE GREATEST COMMERCIAL PEACH YET PRODUCED

We have had this tree growing in the nursery for several years but because the growers in Van Buren County, Michigan, who knew of its great merits, took all we could propagate, we have never had enough on hand to offer until now.

#### Brings Highest Prices

We hope to be able to supply the demand from now on. But we doubt it, as it ripens at a time to bring the very highest prices for canning, and commercial growers who are always progressive and quick to grasp the newer varieties worth while, will order it by the thousand as soon as they learn of its record.

#### Great Demand for Pedigreed Stock

This proves that there is a demand for trees that are really bred from stock of unusual merit. We have spent many thousands of dollars to secure high quality breeding stock of the standard fruits and the success of our introductions in the past lead us to believe that the South Haven peach will be as popular as our other now justly famous introductions:

THE WINTER BANANA APPLE.  
THE AUSTRIAN PRUNE PLUM.  
THE BANNER,  
THE KIHLEN SMOCK, and  
NEW PROLIFIC PEACHES

#### AT THE PRESENT TIME SOUTH HAVEN PEACH TREES

Can only be had of us. Do not take any other peach as a substitute for this as a money maker--for none can equal it.

### A Possibility of No Peach Trees in 1923 at Any Price

It is a regrettable fact that the large pit from a domestic peach is not fit to grow trees from. There is not much in the large pits except gum, ooze and slime.

After years of experimentation and much expense, we found that the only way to propagate peaches successfully is to use the small pit from the native peach gathered in the mountains of Tennessee and North Carolina.

The natural peach pit is full of life, growth and vigor. They are small and round and the pit is prepotent.

These natural peach pits are gathered by the mountaineers, who bring them down to the stores on trade day in small quantities. They have been taught how to cure the pits so as to preserve the quality. Thus they are gathered a bushel here and a quart there until many hundred bushels are secured.

In some cases the gathering of pits is in itself a sufficient income on which the mountaineers may live.

The flesh of the natural peach pit is rich in alcohol and a fairly good quality of moonshine is distilled from it. In many cases the flesh is thrown away the pits being gathered for their value only.

At the present time we have not one-tenth of the supply of pits on hand or contracted for that we usually have at this time safe in our cellars ready to plant when the time is opportune. We have been unable to secure them. It would seem that the deteriorating effects of the war on the moral of mankind is far reaching and has affected the mountaineers of the south. We can ascribe no other reason for their neglecting to gather the pits as formerly.

But the fact remains that the pits are not to be had and as we stated above we have only one-tenth of our usual supply. These pits are planted by us and usually attain a height of three feet the first season. They are budded in September of that year. In the spring following, the tops of the seedlings are cut away and by fall the buds have become marketable trees. Peach trees are always sold at one year from the bud.

Unless we and other nurserymen can secure a supply of these pits, there will be a scarcity of peach trees and a very possible probability of no peach trees in 1923 to offer at any price.

In this circular we have tried to set forth the profit in peaches as a commercial proposition and in our opinion there was never a better time to plant such an orchard. The reasons why are explained in other columns. But the situation as to future supply for the next few years is so serious at present that this message to you would not be complete unless we told you the truth about the matter that you may know what we are up against in propagation. Not only are they exceedingly scarce but the price asked way beyond the bounds of reason and the small supply we have already secured will make the cost of peach trees for some years to come much greater than we are now asking for them.

This is only another reason why commercial growers should consider well spring planting of 1921.

### Winter Injury

We want to correct an erroneous idea which arose because of the extreme winter of 1917-18 when peach orchards were badly injured.

Following such winters, we find that improper methods of pruning and heading back were practiced to overcome the injury done by the cold winters and the generally taken-for-granted assumption that planting a peach orchard would in average years prove unprofitable owing to the risk of winter injury.

But there is a fact which cannot be ignored and that is—that more and quicker money has been made from peach orchards properly handled than any other fruit except the apple.

When we consider that a peach tree will come into bearing in three years, and often produce a four bushel crop of marketable fruit in four years it would seem that the fruit growers can afford to take a chance and plant peaches as fillers in an apple orchard and this is exactly what the intelligent fruit grower is doing today.

These are the facts that we are endeavoring to set forth in this circular.

# The Greening Nursery Co.

## Largest Growers of Trees in the World

### Monroe, Michigan

Established 1850

1500 Acres

Trustworthy Trees & Plants  
AMERICAN ASSOCIATION OF NURSERYMEN